

Message Text

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 2984

UNCLAS HONG KONG 14228

E.O. 11652: N/A

TAGS: SWEL, HK

SUBJECT: HKG REQUEST FOR INFORMATION ON CONTROL OF ADVERTISING
SIGNS IN NEW YORK AND SAN FRANCISCO

1. WE HAVE RECEIVED THE FOLLOWING COMMUNICATION FROM THE HONG
KONG GOVERNMENT: "THE URBAN COUNCIL IS CONSIDERING REVISING
THE EXISTING LEGISLATION IN HONGKONG RELATING TO ADVERTISING
SIGNS. THE MAIN PROPOSALS ARE AS FOLLOWS:-

(A) ALL ADVERTISING SIGNS WHICH PROJECT OVER A PUBLIC
STREET BY MORE THAN 3 FEET WILL NEED TO BE LICENSED;

(B) BEFORE ISSUING A LICENCE, THE LICENSING AUTHORITY
WILL NEED TO BE SATISFIED THAT THE SIGN WILL BE STRUCTURALLY
SAFE, WILL NOT CONSTITUTE A FIRE HAZARD AND/OR CAUSE CONFUSION
TO TRAFFIC;

(C) LIMITS FOR PROJECTION OVER PUBLIC STREETS WILL BE
LAID DOWN AND ENFORCED, AS WILL LIMITS FOR ABOVE THE STREET
LEVEL;

(D) SIGNS WHICH ARE UNLICENSED OR ARE LIKELY TO BECOME A
HAZARD TO PUBLIC SAFETY WILL BE REMOVED, AND THE COSTS OF REMOVAL
RECOVERED FROM THE PERSON WHO ERECTED THE ADVERTISEMENT,
OR OWNER OR OCCUPIER OF THE PREMISES ON WHICH THE SIGN
WAS DISPLAYED, OR THE ONE WHOSE GOODS WERE ADVERTISED;

(E) THE LICENSING AUTHORITY MAY PROHIBIT OR CONTROL
THE TYPE OF ADVERTISEMENTS TO BE DISPLAYED, EITHER GENERALLY OR
IN PARTICULAR LOCALITIES SO AS TO PROTECT THE AMENITIES OF A
PARTICULAR AREA.

I AM AWARE THAT SOMEWHAT SIMILAR CONTROL OVER ADVERTISING SIGNS
HAS BEEN EXERCISED FOR A NUMBER OF YEARS IN NEW YORK AND SAN
FRANCISCO. IT WOULD BE APPRECIATED IF YOU WOULD OBTAIN FOR ME A
COPY EACH OF THE RELEVANT LEGISLATION AND ALSO ANY INFORMATION ON
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HOW LICENSING AND CONTROL IS EXERCISED IN PRACTICE IN THOSE TWO

PLACES. IN PARTICULAR I AM INTERESTED TO KNOW:-

(A) WHAT STEPS ARE TAKEN TO ENSURE THAT A SIGN, BEFORE IT IS LICENSED, WILL BE STRUCTURALLY SAFE, WILL NOT INTERFERE WITH OR CONFUSE LAND, SEA OR AIR TRAFFIC, AND, IN THE CASE OF 'NEON' SIGNS, WILL NOT BE A FIRE HAZARD;

(B) WHAT INFORMATION HAS AN APPLICANT TO PROVIDE WHEN SUBMITTING AN APPLICATION FOR THE ERECTION OF AN ADVERTISING SIGN AND WHAT ARE THE PRACTICAL ARRANGEMENTS TO ENSURE THAT THE SIGN ERECTED COMPLIES WITH THE SPECIFICATIONS GIVEN;

(C) WHAT INSTRUMENTS ARE USE TO CHECK THE DIMENSIONS OF ADVERTISING SIGNS;

(D) WHAT TYPE OF STAFF ARE EMPLOYED TO LICENSE AND CONTROL ADVERTISING SIGNS AND WHAT ARE THEIR QUALIFICATIONS;

(E) DO CONDITIONS OF LICENSING INCLUDE A REQUIREMENT THAT THE LICENSEE SHALL TAKE OUT PUBLIC LIABILITY INSURANCE FOR SIGNS PROJECTING OVER PUBLIC STREETS."

2. IF REQUESTED INFORMATION IS AVAILABLE, PLEASE SEND IT TO US BY POUCH.
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